



# Academic

INTERNATIONAL WORKSHOP  
ADVANCES IN CLEANER PRODUCTION

“TEN YEARS WORKING TOGETHER FOR A SUSTAINABLE FUTURE”

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## Planned Obsolescence and Sustainability

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### Abstract

Substantial increase in interest about environmental issues has occurred in the last decades with academy, industry, government, leaders and general society more concerned about sustainability. Although much research has been done on ways to provide better conditions of environment and cleaner production, little attention has been paid to the impact of the short life cycle of the current products in sustainability and also to the necessity of providing natural resources to supply goods to a human population with a growth rate never seen before. Using literature review and secondary data, the objective of this paper is to study the necessity of changing the paradigm of planned obsolescence to the one of long-lasting products and to present some suggestions on how to keep them updated under so many changes and innovation to which the products are subject in the present days. The originality and practical implications of this research is to arouse interest that global developing based on a consumption society is no longer sustainable, and a new and less consumerist society should replace the current one.

**Keywords:** *sustainability, life cycle, obsolescence, consumerism, innovation*

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